CONFIDENTIAL

CIGARETTE REPORT FORM

E17F1
00168

(1) YEAR COVERED: 1991

(2) BRAND FAMILY NAME: ALPINE GENERIC: (check if generic)

(3) VARIETY DESCRIPTION: KING, F, HP, MEN, LIGHTS

(4) PRODUCT LENGTH: 83

(5) FILTER: X NON-FILTER: (check one)

(6) VENTILATED: X NON-VENTILATED: (check one)

(7) HARD PACK: X SOFT PACK: (check one)

(8) MENTHOL: X NON-MENTHOL: OTHER: (check one)

(9) NUMBER PER PACK: 20

(10) "TAR": ~~10~~ 9 NICOTINE: 0.7 CO. ~~11~~ 10

(11) VARIETY UNIT SALES: 41,889,800

(12) VARIETY DOLLAR SALES: $1,826,573

(13) FIRST SALES DATE: N/A LAST SALES DATE: N/A

REPORTABLE EXPENDITURES

(14)	CAT-A-EXPENSES (Newspapers):	$123
(15)	CAT-B-EXPENSES (Magazines):	896
(16)	CAT-C-EXPENSES (Outdoor):	42,766
(17)	CAT-D-EXPENSES (Audio Visual):	0
(18)	CAT-E-EXPENSES (Public Transport.):	15,167
(19)	CAT-F-EXPENSES (Direct Mail):	0
(20)	CAT-G-EXPENSES (Point of Sale):	35,689
(21)	CAT-H-EXPENSES (Promotional Allowances):	144,827
(22)	CAT-I-EXPENSES (Sampling):	659
(23)	CAT-J-EXPENSES (Items):	4,235
(24)	CAT-K-EXPENSES (Public Entertainment):	0
(25)	CAT-L-EXPENSES (Endorsement):	0
(26)	CAT-M-EXPENSES (Retail Value & Coupon):	633,120
(27)	CAT-N-EXPENSES (All Others):	1,756
(28)	TOTAL REPORTABLE EXPENDITURES FOR VARIETY:	$879,238
(29)	SPORTS & SPORTING EVENTS:	0

Source: https://www.industrydocuments.ucsf.edu/docs/gqkk0001

CONFIDENTIAL

CIGARETTE REPORT FORM

E17E1
00166

1) YEAR COVERED: 1991

2) BRAND FAMILY NAME: ALPINE GENERIC: ___ (check if generic)

3) VARIETY DESCRIPTION: KING, F, HP, MEN, FULL FLAVOR

4) PRODUCT LENGTH: 83

5) FILTER: X NON-FILTER: ___ (check one)

6) VENTILATED: ___ NON-VENTILATED: X (check one)

7) HARD PACK: X SOFT PACK: ___ (check one)

8) MENTHOL: X NON-MENTHOL: ___ OTHER: ___ (check one)

9) NUMBER PER PACK: 20

10) "TAR": 15 NICOTINE: 1.0 CO. ~~15~~ 14

11) VARIETY UNIT SALES: 40,498,800

12) VARIETY DOLLAR SALES: $1,782,732

13) FIRST SALES DATE: N/A LAST SALES DATE: N/A

REPORTABLE EXPENDITURES

14) CAT-A-EXPENSES (Newspapers): $119

15) CAT-B-EXPENSES (Magazines): 866

16) CAT-C-EXPENSES (Outdoor): 41,346

17) CAT-D-EXPENSES (Audio Visual): 0

18) CAT-E-EXPENSES (Public Transport.): 14,663

19) CAT-F-EXPENSES (Direct Mail): 0

20) CAT-G-EXPENSES (Point of Sale): 34,504

21) CAT-H-EXPENSES (Promotional Allowances): 140,017

22) CAT-I-EXPENSES (Sampling): 638

23) CAT-J-EXPENSES (Items): 4,095

24) CAT-K-EXPENSES (Public Entertainment): 0

25) CAT-L-EXPENSES (Endorsement): 0

26) CAT-M-EXPENSES (Retail Value & Coupon): 612,096

27) CAT-N-EXPENSES (All Others): 1,698

28) TOTAL REPORTABLE EXPENDITURES FOR VARIETY: $850,041

29) SPORTS & SPORTING EVENTS: 0

Source: https://www.industrydocuments.ucsf.edu/docs/gqkk0001